FSC-167-B	11/14/97
SUBJECT: WINSTON Box New Distribution Prebooking Allowance	

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE	___	Sales Rep
X	ROM			___	Retail Rep

Objective: Communicate WINSTON Box Distribution Program.

Purpose: Accelerate distribution levels on WINSTON Box styles to meet/exceed distribution objectives and secure display exposure prior to Philip Morris introducing Marlboro Ultras in January.

Program Details

- $1.00 per carton prebooking allowance on the following WINSTON Box styles effective 11/17/97 through 12/19/97:
  - Full Flavor Box 83s
  - Light Box 83s
  - Light Box 100s
  - Ultra Light Box 83s
  - Ultra Light Box 100s
- Maximum of $10.00 (10 cartons) per store on new distribution only.
- Ensure retail and wholesale order numbers are available for product reorder.
- Merchandising home must be established (PCD or temporary display).
- Highly recommend placing temporary displays and POS.

Description	Item #	SKU Pack
- Ultra Light Starburst (Available 12/1/97)	538943	1 Per
- Small PPD Card	526172	1 Per
- Temporary Pack Counter Display	524741	1 Per
- Temporary 20-Pack Shipper Display	524012	1 Per
- Temporary 40-Pack Shipper Display	524723	1 Per
- WINSTON Full Flavor/Light Box 20-Pack Display (available 12/8/97)	537950	5 Per
- WINSTON Ultra Light Box 20-Pack Display (available 12/8/97)	537953	5 Per

- Placement Reporting

  WIN BOX PREBOOK

It is recommended that this program be worked during normal coverage.

Program Contacts: Floyd Cook, extension #3466
Your Area Manager of Operations

R. J. REYNOLDS TOBACCO COMPANY

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Source: https://www.industrydocuments.ucsf.edu/docs/mfbn0000